

ABSTRACT

Maintaining a file specifying a “donut” of dynamic, hierarchical, shared user-profile information. The donut contains a user profile or acts as a key to a data repository containing it, and it specifies user-profile information such as user characteristics, viewing preferences, hobbies, and spending habits. The donut is accessed by browser programs, associated web server programs, and other applications for use in routing content to the user associated with the donut.